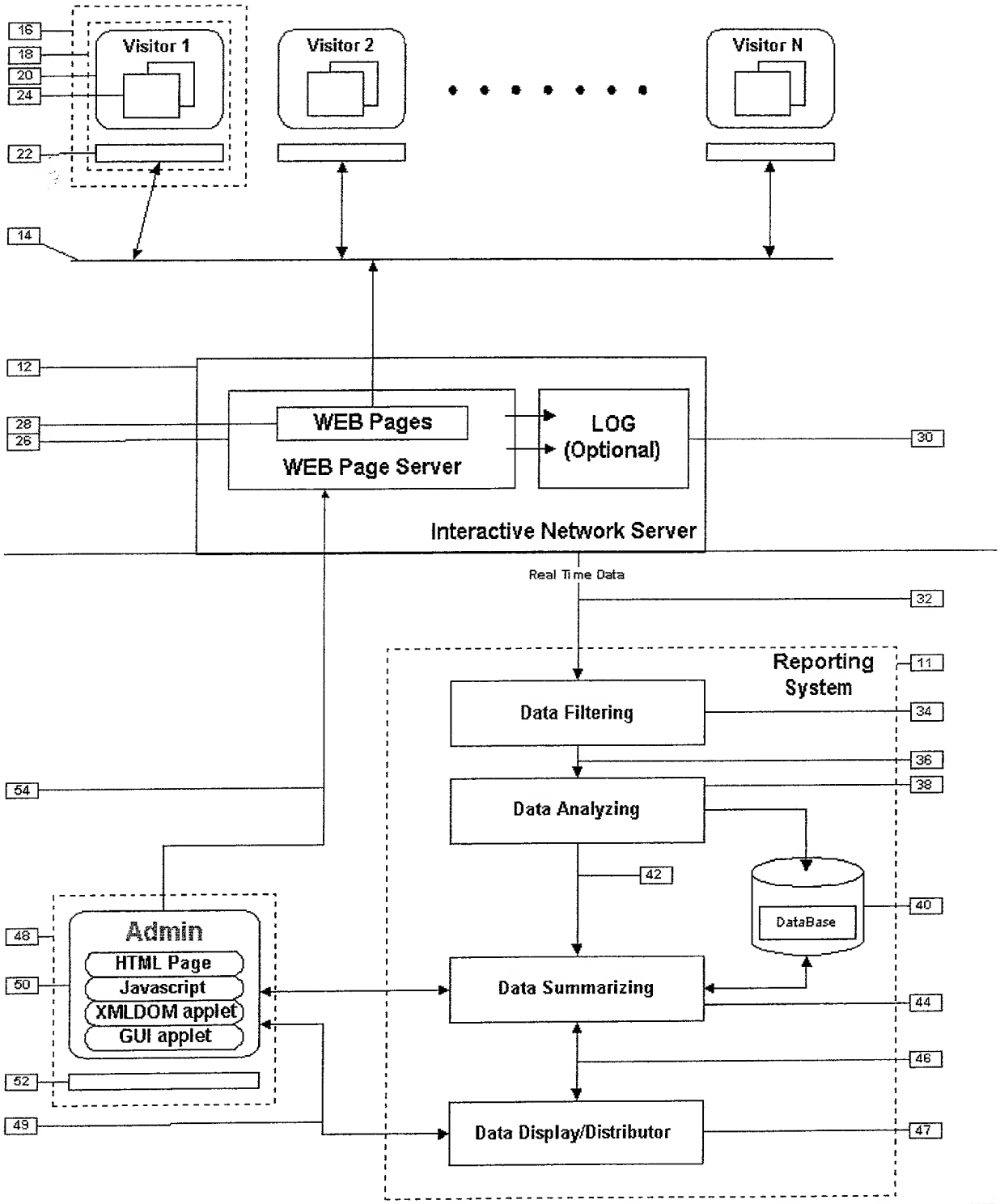
Product Diagram (figure 1)



Doc#: 1565449 v1

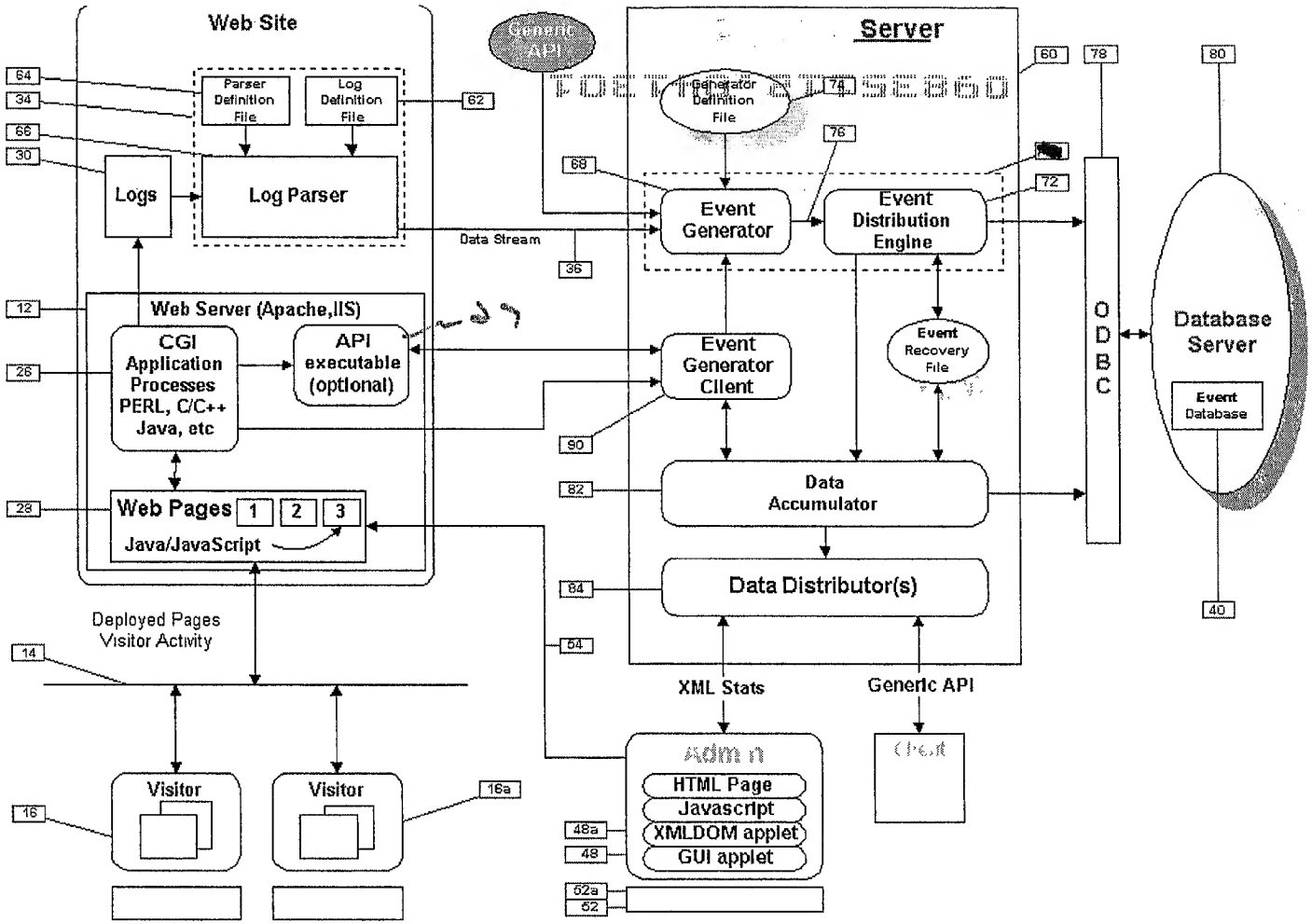

Web Site
Generic API
Server
64
34
66
30
Parser Definition File
Log Definition File
62
Logs
Log Parser
Data Stream
36
Generator Definition File
74
76
68
Event Generator
Event Distribution Engine
72
60
78
80
ODBC
Database Server
Event Database
40
12
Web Server (Apache,IIS)
CGI Application Processes PERL, C/C++ Java, etc
API executable (optional)
26
Event Generator Client
Event Recovery File
90
28
Web Pages 1 2 3
Java/JavaScript
82
Data Accumulator
84
Data Distributor(s)
64
Deployed Pages Visitor Activity
14
XML Stats
Generic API
Admin
HTML Page
Javascript
XMLDOM applet
GUI applet
48a
48
52a
52
Client
Visitor
Visitor
16
16a

Fig. 2

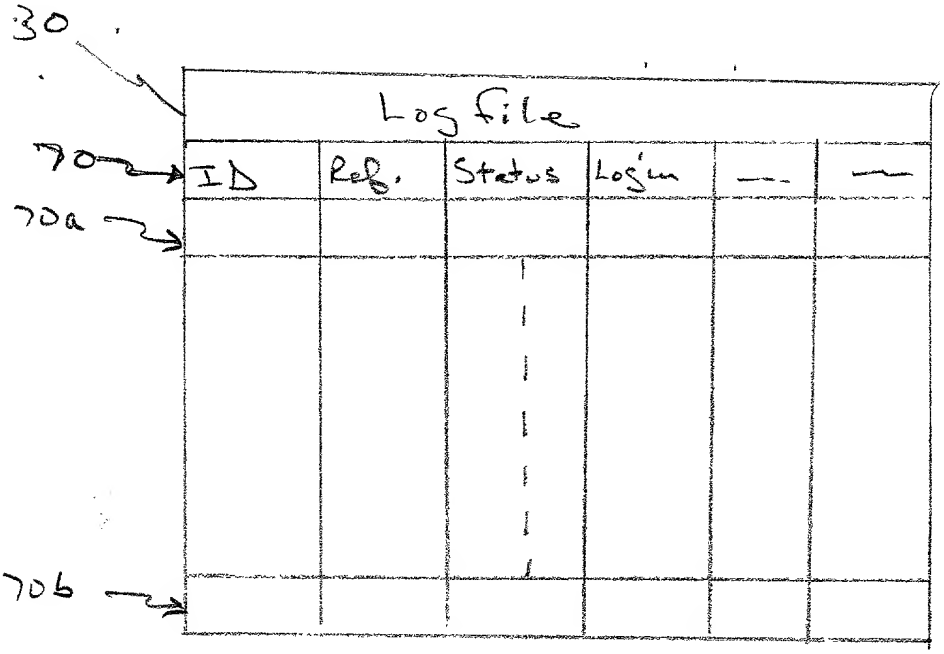


Fig. 3

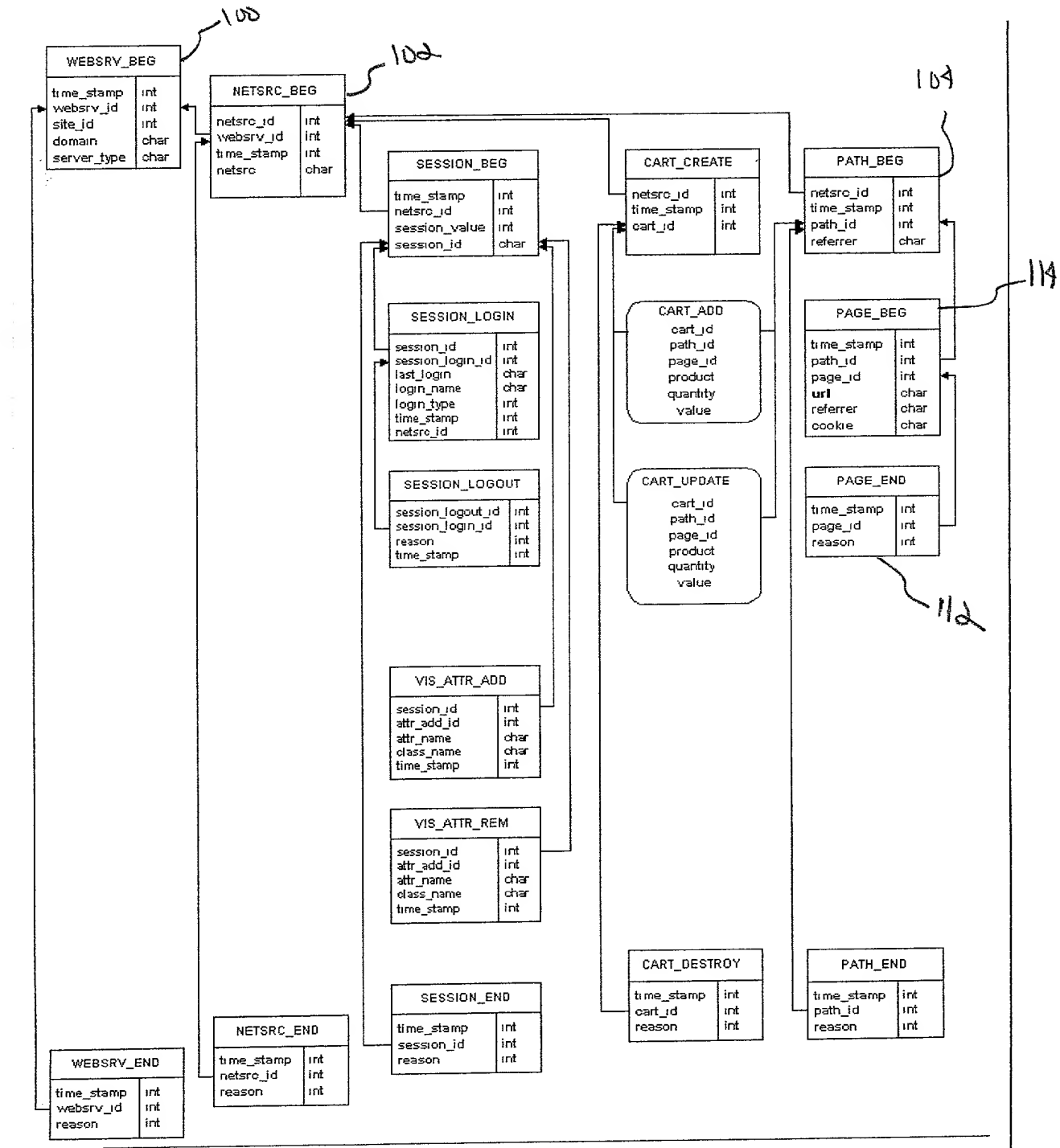

100
102
104
114
112
WEBSRV_BEG
time_stamp int
websrv_id int
site_id int
domain char
server_type char
NETSRC_BEG
netsrc_id int
websrv_id int
time_stamp int
netsrc char
SESSION_BEG
time_stamp int
netsrc_id int
session_value int
session_id char
CART_CREATE
netsrc_id int
time_stamp int
cart_id int
PATH_BEG
netsrc_id int
time_stamp int
path_id int
referrer char
SESSION_LOGIN
session_id int
session_login_id int
last_login char
login_name char
login_type int
time_stamp int
netsrc_id int
CART_ADD
cart_id
path_id
page_id
product
quantity
value
PAGE_BEG
time_stamp int
path_id int
page_id int
url char
referrer char
cookie char
SESSION_LOGOUT
session_logout_id int
session_login_id int
reason int
time_stamp int
CART_UPDATE
cart_id
path_id
page_id
product
quantity
value
PAGE_END
time_stamp int
page_id int
reason int
VIS_ATTR_ADD
session_id int
attr_add_id int
attr_name char
class_name char
time_stamp int
VIS_ATTR_REM
session_id int
attr_add_id int
attr_name char
class_name char
time_stamp int
CART_DESTROY
time_stamp int
cart_id int
reason int
PATH_END
time_stamp int
path_id int
reason int
SESSION_END
time_stamp int
session_id int
reason int
NETSRC_END
time_stamp int
netsrc_id int
reason int
WEBSRV_END
time_stamp int
websrv_id int
reason int

Fig. 4

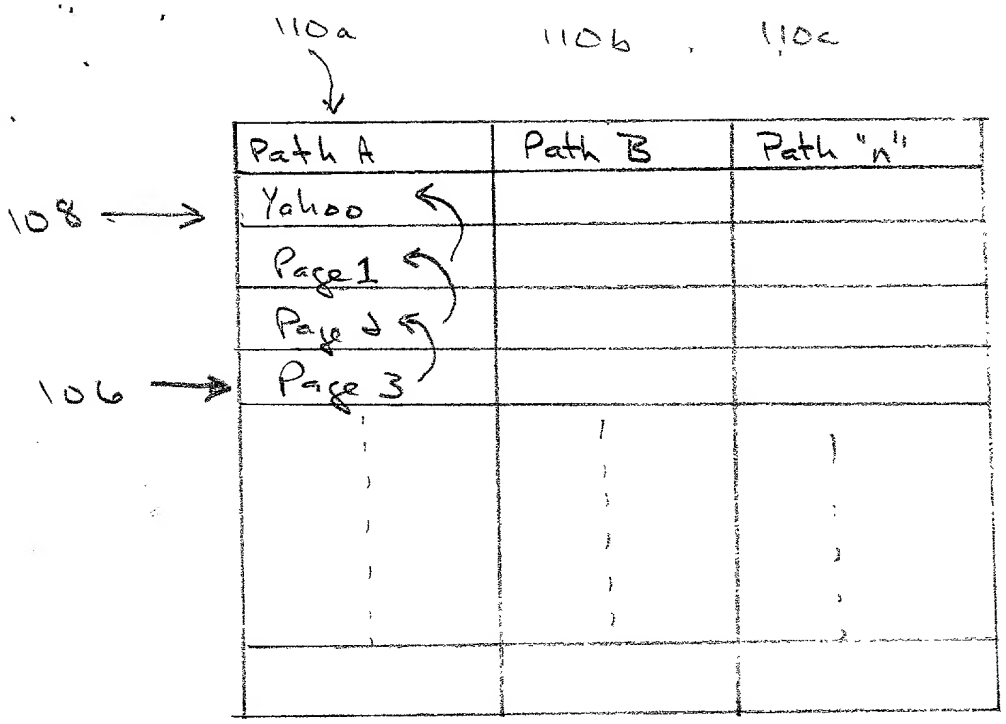

110a
110b
110c
Path A
Path B
Path "n"
108
Yahoo
Page 1
Page 2
106
Page 3

Fig. 5

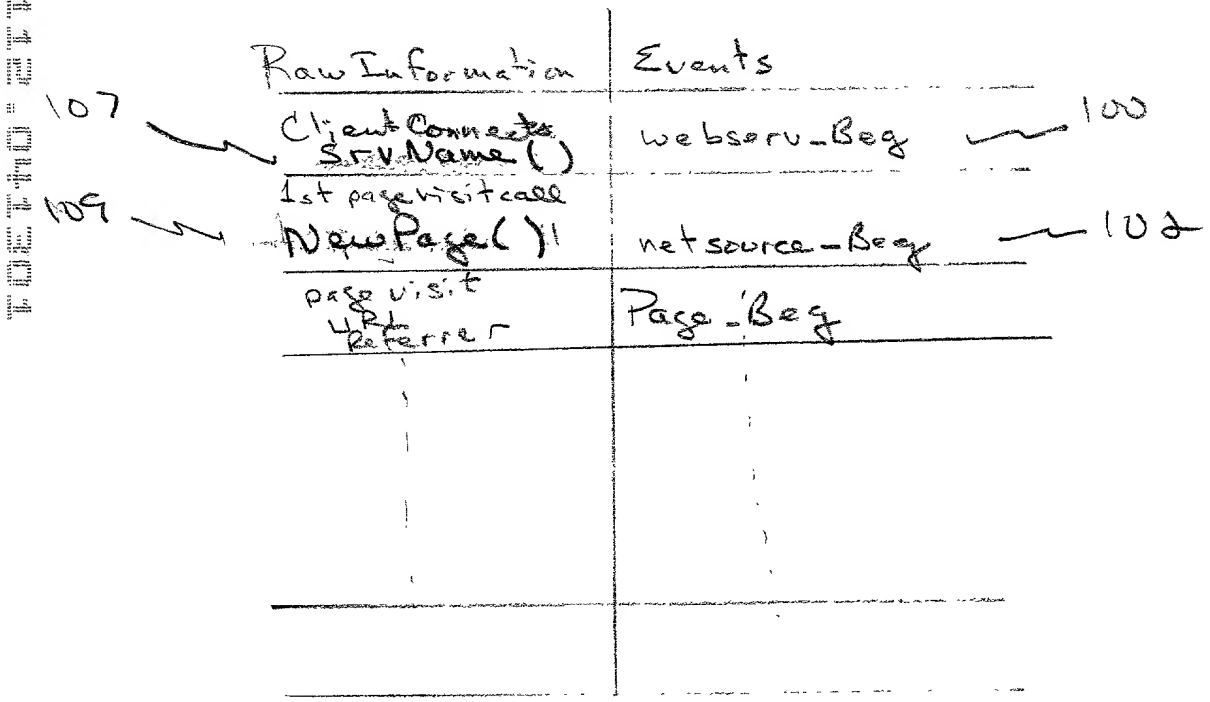

Raw Information
Events
107
Client Connects SrvName()
webserv_Beg
100
1st page visit call
109
NewPage()
netsource_Beg
102
page visit Url Referrer
Page_Beg

Fig. 6

110

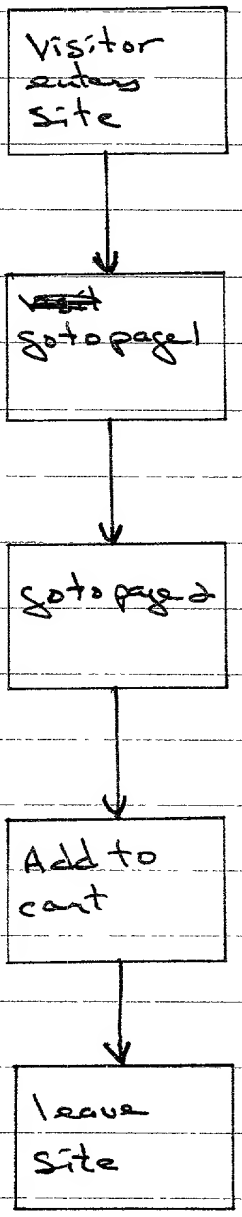

Visitor enters site
goto page1
goto page2
Add to cart
leave site

Fig. 7

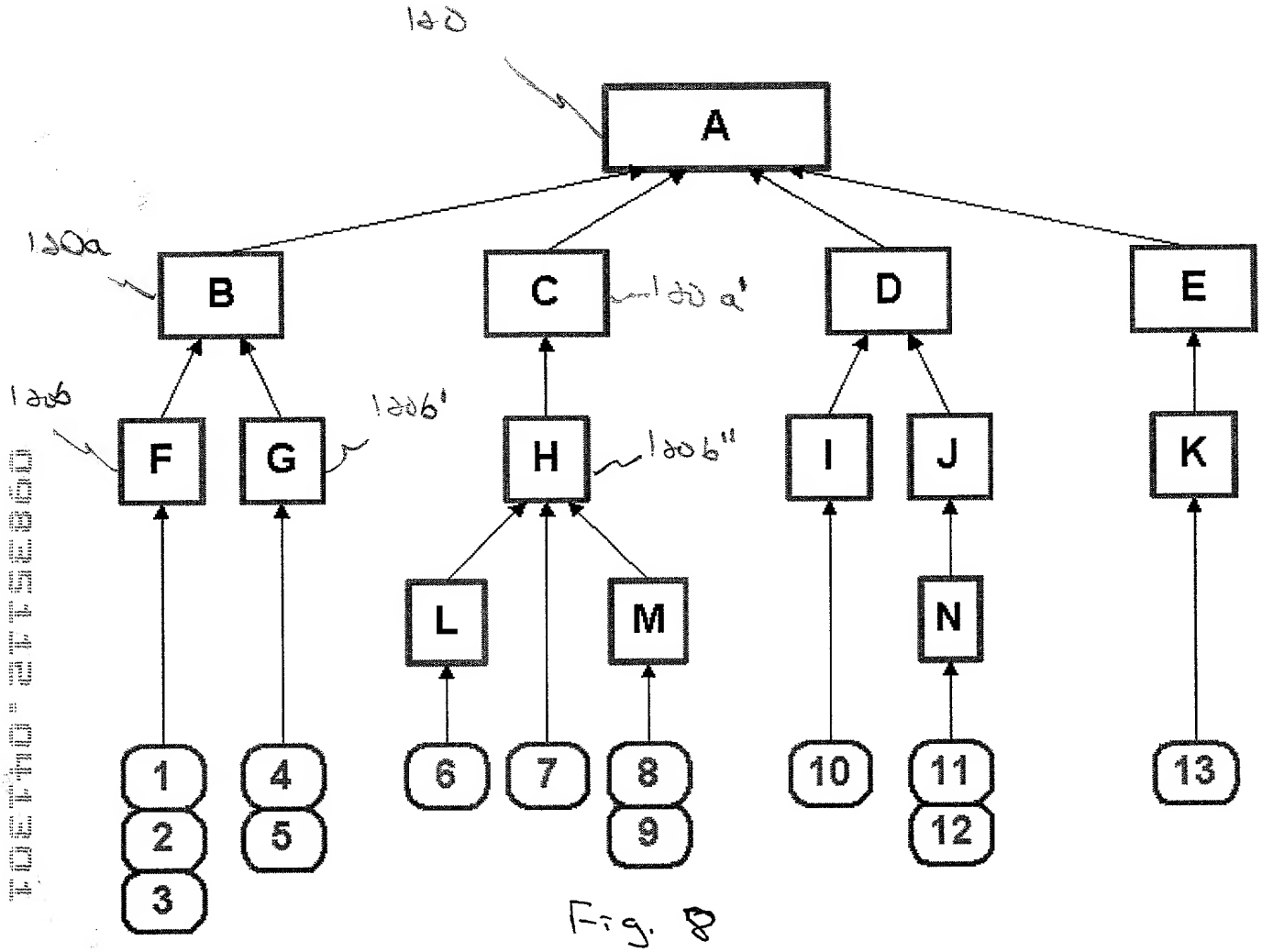
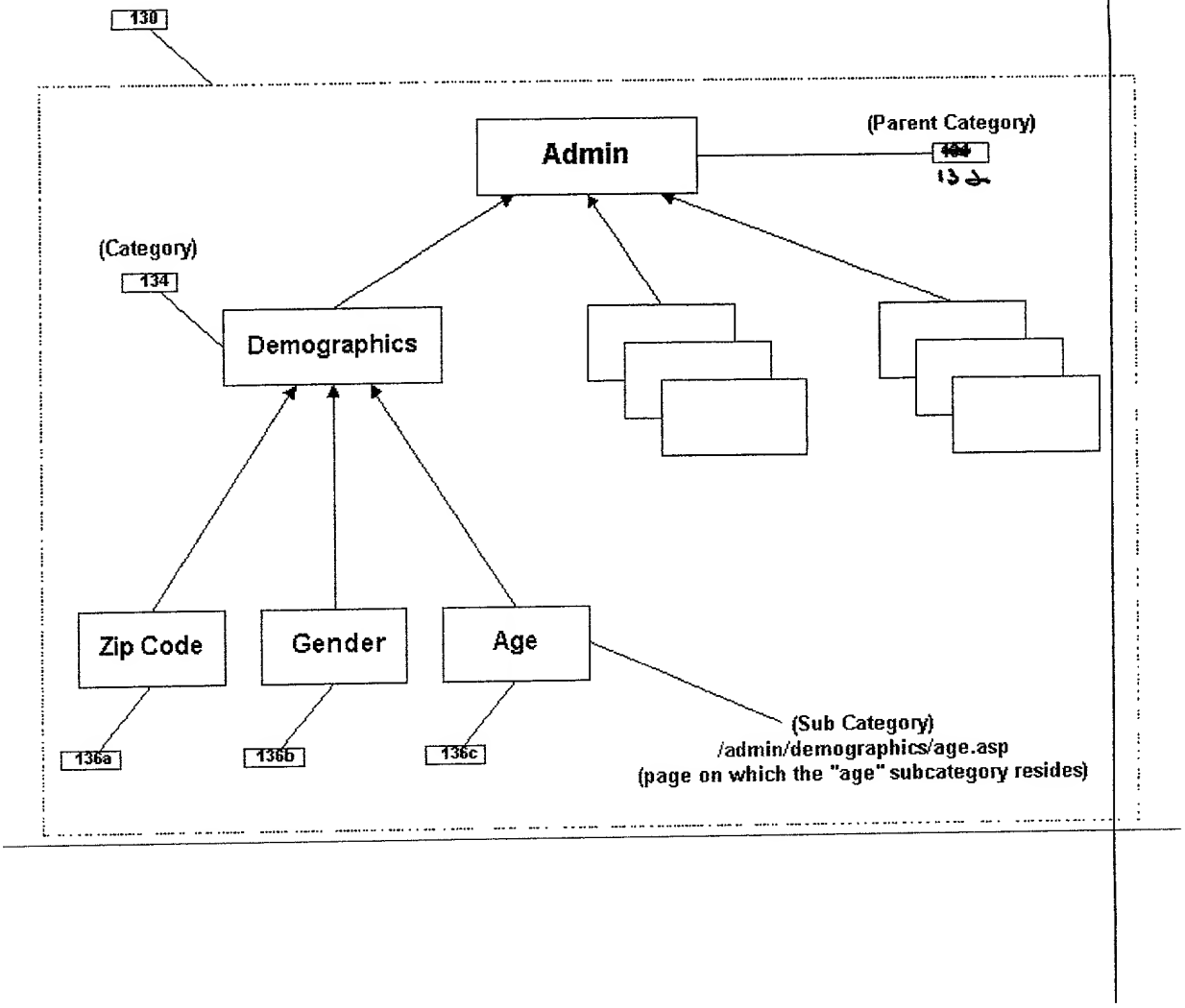


Fig. 8

Sample SITE Category Diagram (Figure 9)



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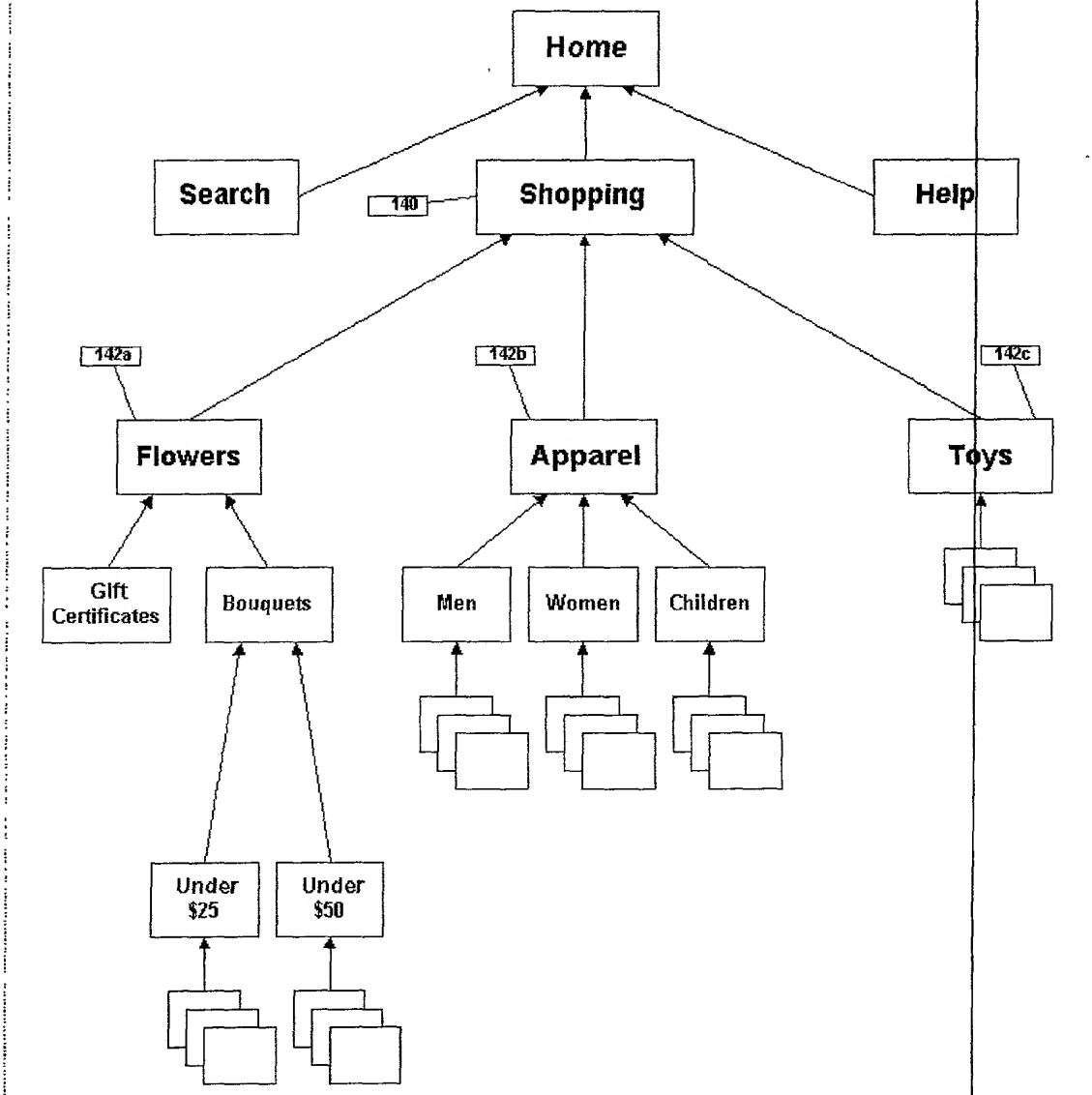
Sample SITE Category Diagram (Figure 10)



[0004]

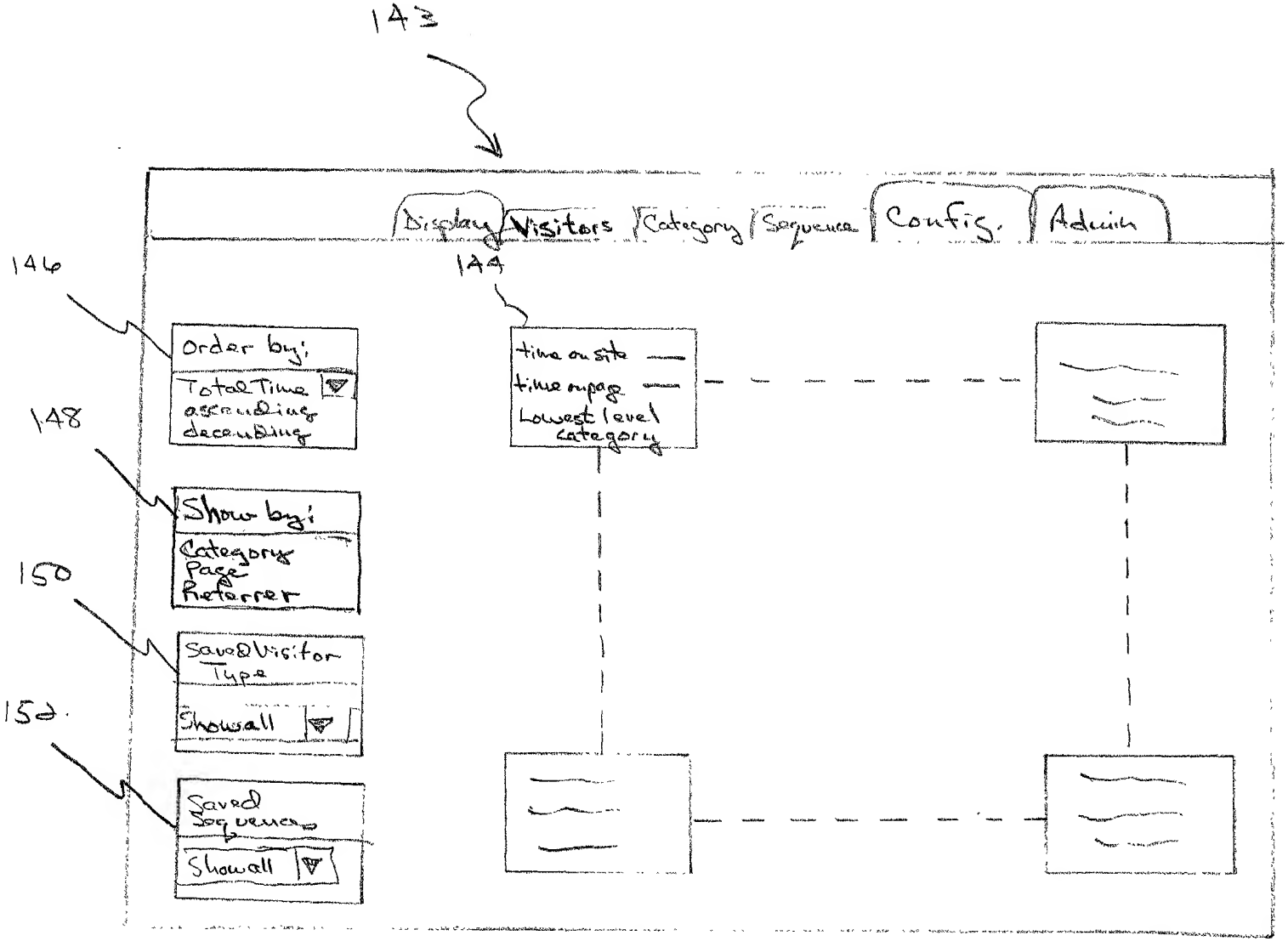

143
Display
Visitors
Category
Sequence
Config.
Admin
144
146
Order by:
Total Time
ascending
descending
148
Show by:
Category
Page
Referrer
150
Save&Visitor Type
Showall
152
Saved Sequences
Showall
time on site
time on page
Lowest level category

Fig. 11

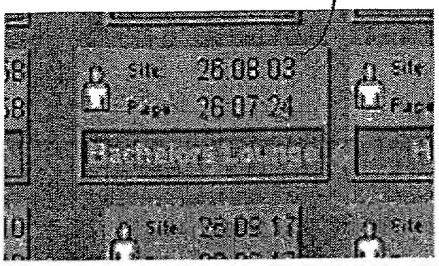


Fig. 12

DETAILED DESCRIPTION

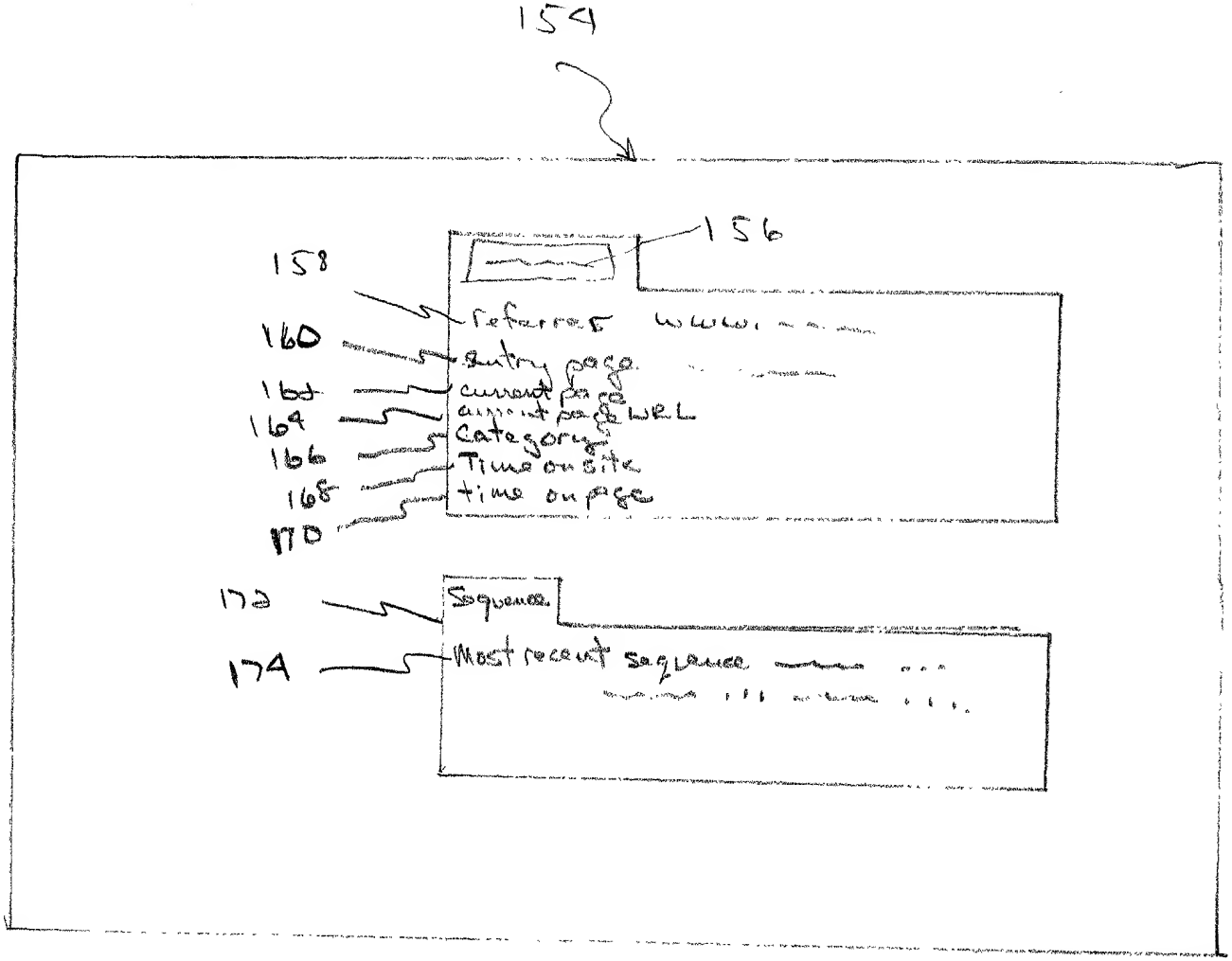


Fig. 13

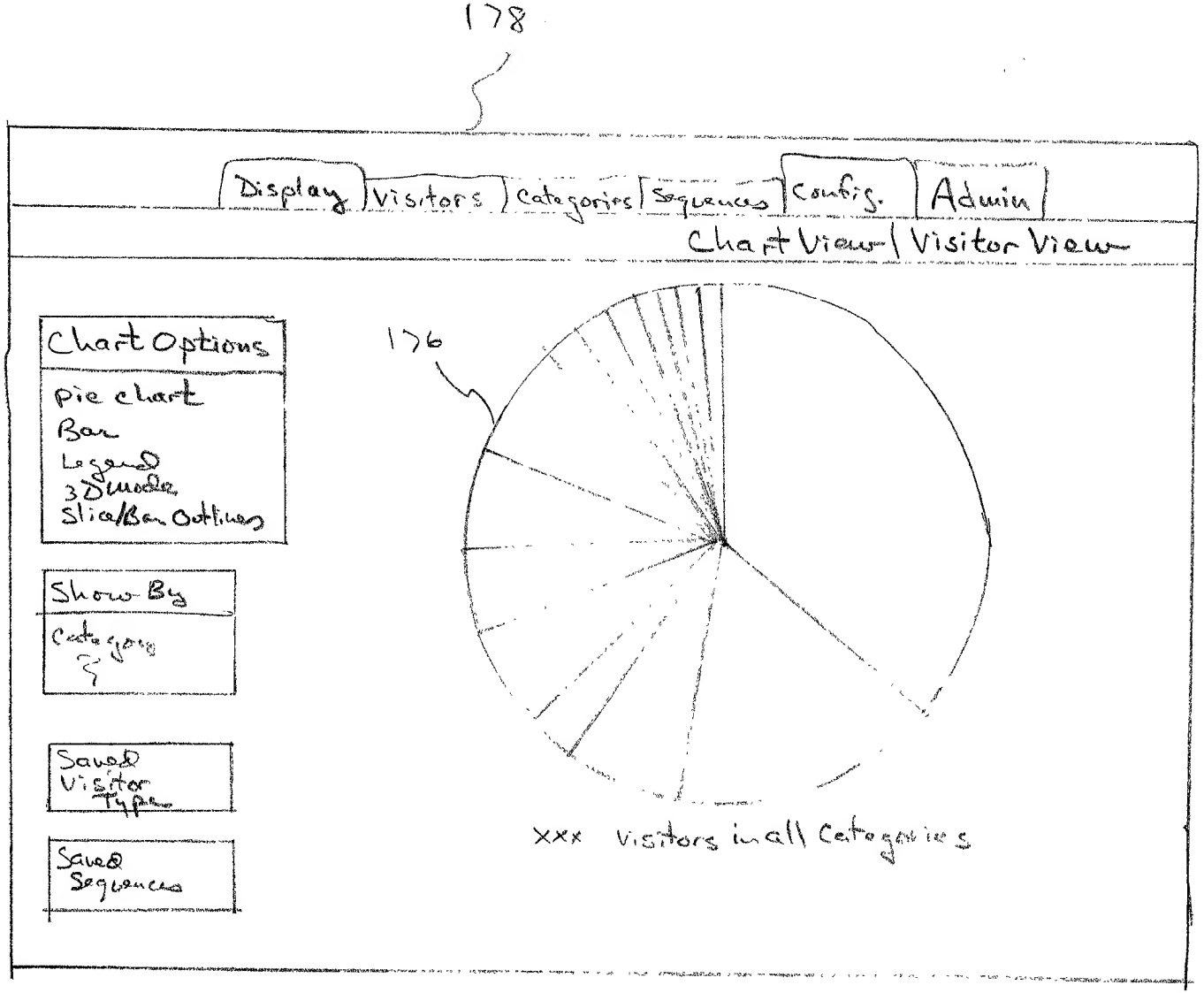

178
Display
Visitors
Categories
Sequences
Config.
Admin
Chart View
Visitor View
Chart Options
Pie chart
Bar
Legend
3D mode
Slice/Bar Outlines
Show By
Category
Saved Visitor Types
Saved Sequences
176
xxx visitors in all categories

Fig. 14

180

178

182

Fig. 15

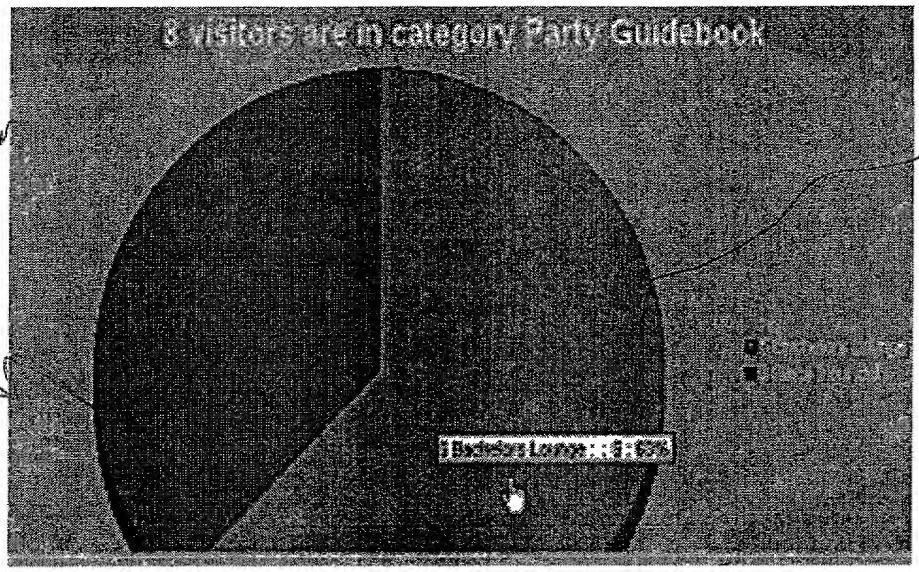
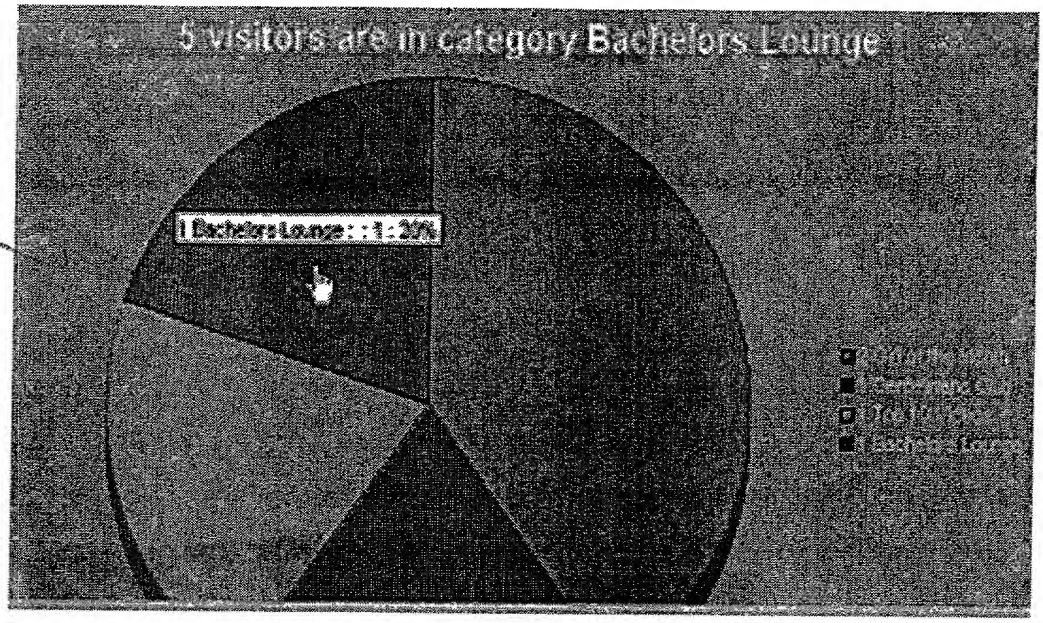
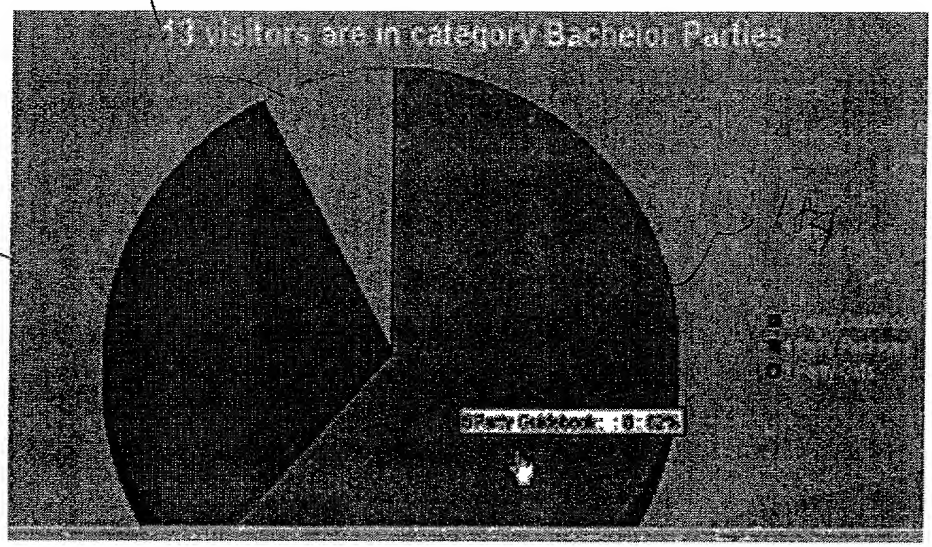


FIG. 17



194

Fig. 18



188

186

Fig. 16

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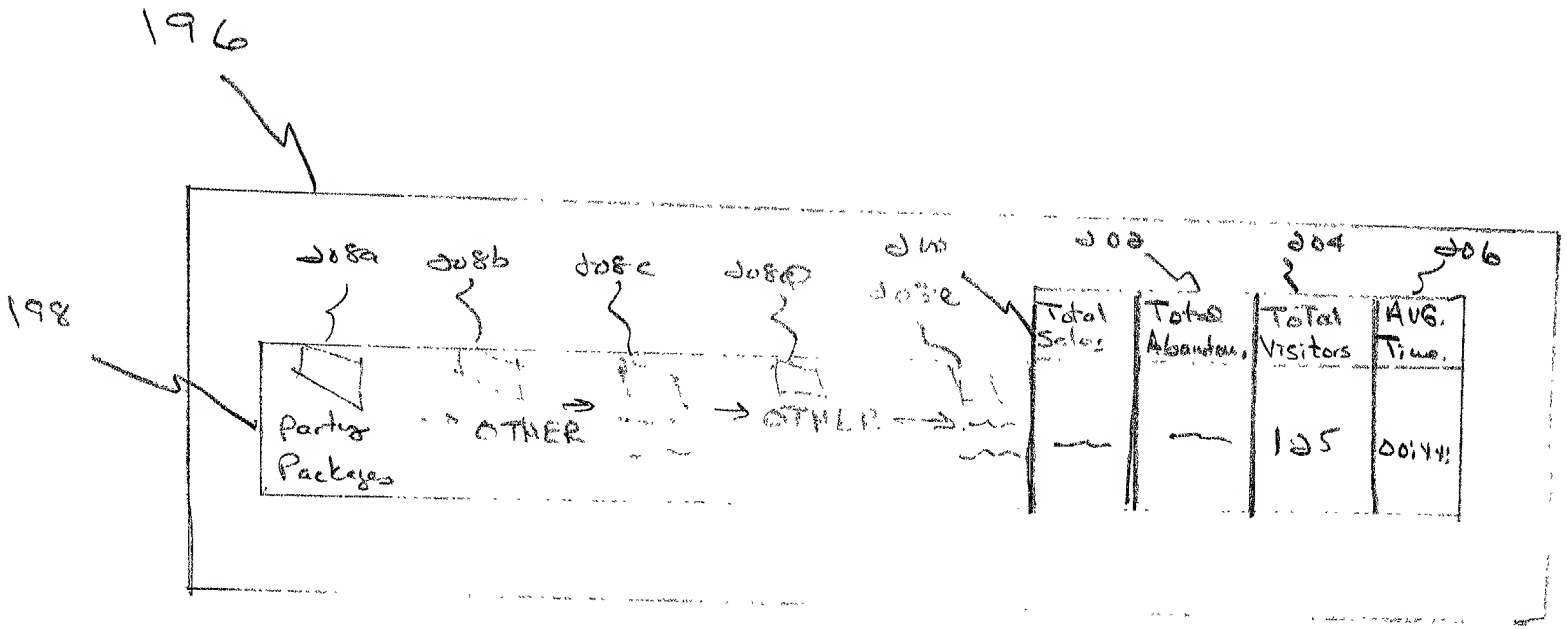
196
198
208a
208b
208c
208d
208e
202
204
206
Party Packages
OTHER
OTHER
Total Sales
Total Abandon.
Total Visitors
AVG. Time
135
00:44

Fig. 19